



Top 10 Smart Community Benefits for Small Business

- 1) Superior pre-paid deposit strategies so merchants control and incentivize pre-paid money into their business. Starbucks controls almost 3 Billion dollars per month with in app deposits for nothing more than a free cup of coffee, (after spending \$62.50 for 125 Stars). Customers are required to pay from the app, credit card and cash are not allowed. We have developed a much greater pre-paid incentive for customers while supporting important community needs at the same time. Each merchant (who is a member of Smart Community), controls their own pre-paid revenue balance, but with a master membership into Smart Community rather than an individual membership into their business. We feature a tiered benefit incentive, which rewards consumers immediately for depositing money in the app. Consumers then allocate any amount from their 'master deposit' into individual merchant accounts where 100% of that amount is retained by the merchant. Those monies can only be spent at that merchant. Smart Community uses 5 major benefits to incentivize greater deposits. Once each merchant has an effective pre-paid strategy with SC, frequency is increased, price points are protected, spending goes up, and advertising and marketing expenses are eliminated.
- 2) Tiered benefits with added rewards for spending money without any cost to merchants.
- 3) POS neutral simplicity, no cards, no back office, no training, Redeem Now feature direct from phone.
- 4) Master deposit strategy so consumers deposit more money with instant gratification.
- 5) Master membership into Smart Community so one user name and password allows access to every merchant in the community. Should a customer identify a special offer, package, coupon, or incentive from a local business, they can allocate money from their master account into that merchant's pre-paid balance, where all monies are retained by each merchant, and can only be spent at that merchant in the future.
- 6) Entries for drawings are now used as a custom currency to protect price points and drive engagement, all at no cost to our member merchants. SC and Flagship sponsors control entries from packages, coupons, and offers.
- 7) Local community support provided by Smart Community. Merchants receive the credit for funding important causes but without any expense. Non-profits now have a digital option, merchants don't feel the pressure to constantly donate hard earned money to local causes. Individual non-profits can be set up for auto deposits from Smart Community memberships for promoting the app to their members or others in the community.
- 8) Customized digital coupons and digital packages with direct deposits into each business owners account 24-7, even when the business is closed. Group pricing and membership benefits provide a shield of protection so discounting is no longer necessary. Prices can be raised for non-members without complaint, and group pricing drives higher pre-paid revenue without any advertising or marketing costs to bring customers back. Social Media sharing and incentives included in the app with rewards at no cost to our merchants.
- 9) ***Low cost, just \$995.00 one time or \$95.00 per month for 1 year. No additional payments for life***
- 10) Simple solution with full service and early bird benefits. Business and communities can now work together in a bi-partisan fashion so everyone wins.

Thank you for reading

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